



**APRIL 20, 21 & 22 - 2012**

# STALLION AVENUE INFORMATION

Stallion Avenue is a prime marketing showcase for stallions and is open to all breeds. In 2011, more than 52,000 spectators attended the Midwest Horse Fair® - one of the top 3-day horse events in the United States, putting stallion owners in contact with an array of equine enthusiasts.

## Stallion Avenue participants receive the following:

- ⊖ One box stall (11.5' x 8')
- ⊖ One adjoining hospitality area per farm (11.5' x 8')
- ⊖ Listing in "Virtual Stallion Avenue" on [www.MidwestHorseFair.com](http://www.MidwestHorseFair.com) which includes photo, description and contact information for each stallion.
- ⊖ One Stallion Revue presentation in the Coliseum - 2 minutes in length. Stallions can be lead, ridden or driven into the Coliseum while the announcer showcases each stallion to the spectators.
- ⊖ Up to 3 presentations (once per day) in the large presentation ring in the Stallion Avenue Barn. Each presentation can be up to 5 minutes in length. Daily presentation sign-up will be done onsite.
- ⊖ Use of small presentation ring in the Stallion Avenue Barn for showing your stallions to prospective customers.
- ⊖ Three weekend passes per stallion – includes parking
- ⊖ Three bags of shavings per stallion
- ⊖ Listing in the official Midwest Horse Fair® program
- ⊖ Access to a round pen for exercising

## Selection Process:

- ⊖ Applications and \$100 deposit per stallion are due with application. The remaining balance is due by **February 1, 2012.**
- ⊖ Stallions selected are on a first-come, first-serve basis until space is no longer available.
- ⊖ If space is still available, deadline to be included in the program and on the Midwest Horse Fair® website is February 1, 2012.
- ⊖ Due to space constraints, the total number of stallions allowed will be limited.
- ⊖ Stallions foaled after 2010 are not eligible.
- ⊖ Event management retains the right to limit the number of stallions per breed.
- ⊖ Event management reserves the right to determine the eligibility of any stallion to participate in Stallion Avenue and to refuse any entry should it prove to be detrimental to the safety and welfare to others.
- ⊖ Any cancellations must be submitted in writing before January 1, 2012 to be eligible for a refund. Deposit may be carried over for next year's participation or may not be returned.

[www.MidwestHorseFair.com](http://www.MidwestHorseFair.com)

*Midwest Horse Fair® is owned by the Wisconsin Horse Council*